

1. A method for receiving subscriber content-choice information,
comprising:

collecting subscriber content-choice data from a plurality of subscriber
content-choice databases; and

5 storing the subscriber content-choice data in a clearinghouse database.

2. The method of claim 1, wherein the subscriber content-choice data
comprise data relating to viewing preferences of at least one subscriber.

10 3. The method of claim 2, wherein the subscriber content-choice data
comprise data relating to television programs watched by the at least one subscriber.

15 4. The method of claim 3, wherein the subscriber content-choice data
comprise date information and time information.

5. The method of claim 2, wherein the subscriber content-choice data
further comprise data relating to the at least one subscriber.

20 6. The method of claim 5, wherein the data relating to the at least one
subscriber comprise a subscriber identifier for each subscriber.

7. The method of claim 5, wherein the data relating to the at least one
subscriber comprise demographic data for each subscriber.

8. The method of claim 2, wherein the subscriber content-choice data further comprise data relating to a subscriber system.

5 9. The method of claim 8, wherein the subscriber system comprises a cable system operator.

10 10. The method of claim 1, wherein the subscriber content-choice data comprise data relating to advertising viewed by at least one subscriber.

11. The method of claim 1, wherein the subscriber content-choice data comprise data relating to the viewing patterns of at least one subscriber.

15 12. The method of claim 1, wherein the subscriber content-choice data comprise at least one subscriber classification.

13. The method of claim 1, wherein the subscriber content-choice data comprise content-choice summary data.

20 14. The method of claim 1, further comprising sorting the collected subscriber content-choice data.

15. A method for receiving and distributing content-choice information,
comprising:

collecting subscriber content-choice data from a plurality of subscriber
content-choice databases;

5 storing the subscriber content-choice data in a clearinghouse database;
selecting stored subscriber content-choice data; and
providing the selected subscriber content-choice data to a requesting party.

10 16. The method of claim 15, wherein the subscriber content-choice data
comprise data relating to viewing preferences of a plurality of subscribers.

17. The method of claim 16, wherein the subscriber content-choice data
comprise data relating to television programs watched by the subscribers.

15 18. The method of claim 17, wherein the subscriber content-choice data
comprises date information and time information.

19. The method of claim 17, wherein the subscriber content-choice data
further comprise data relating to the subscribers.

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20. The method of claim 19, wherein the data relating to the subscribers
comprise a subscriber identifier for each subscriber.

21. The method of claim 19, wherein the data relating to the subscribers
comprise demographic data for each subscriber.

22. The method of claim 17, wherein the subscriber content-choice data
5 further comprise data relating to a subscriber system.

23. The method of claim 22, wherein the subscriber system comprises a
cable system operator.

10 24. The method of claim 15, wherein the subscriber content-choice data
comprise data relating to advertising viewed by the subscribers.

15 25. The method of claim 15, wherein the subscriber content-choice data
comprise data relating to the viewing patterns of the subscribers.

26. The method of claim 15, wherein the subscriber content-choice data
comprise at least one subscriber classification.

20 27. The method of claim 15, wherein the subscriber content-choice data
comprise content-choice summary data.

28. The method of claim 15, further comprising sorting the collected
subscriber content-choice data.

29. The method of claim 15, further comprising retrieving the selected subscriber content-choice data from the clearinghouse database.

5 30. The method of claim 15, wherein the selected subscriber content-choice data are securely provided to the requesting party.

31. The method of claim 15, wherein the stored subscriber content-choice data are selected based on subscriber geographic location detail.

10 32. The method of claim 15, wherein the stored subscriber content-choice data are selected based on subscriber classification data.

15 33. The method of claim 15, wherein the stored subscriber content-choice data are selected based on data relating to television programs viewed by a plurality of subscribers.

20 34. The method of claim 15, wherein the stored subscriber content-choice data is selected based on data relating to advertisements viewed by a plurality of subscribers.

35. The method of claim 15, wherein the stored subscriber content-choice data are selected based on data relating to viewing date and geographic location.

36. A computer-readable medium on which is encoded computer program code for receiving subscriber content-choice information, comprising:

program code for collecting subscriber content-choice data from a plurality of

5 subscriber content-choice databases; and

program code for storing the subscriber content-choice data in a clearinghouse database.

37. The computer-readable medium of claim 36, further comprising
10 program code for sorting the collected subscriber content-choice data.

38. A computer-readable medium on which is encoded computer program code for receiving and distributing content-choice information, comprising:

program code for collecting subscriber content-choice data from a plurality of

15 subscriber content-choice databases;

program code for storing the subscriber content-choice data in a clearinghouse database;

program code for selecting stored subscriber content-choice data; and

program code for providing the selected subscriber content-choice data to a

20 requesting party.

39. The computer-readable medium of claim 38, further comprising
program code for retrieving the selected subscriber content-choice data from the
clearinghouse database.

5 40. The computer-readable medium of claim 38, further comprising
program code for securely providing the selected subscriber content-choice data to the
requesting party.

10 41. A system for receiving and distributing content-choice information,
comprising:

a content-choice information clearinghouse, wherein the clearinghouse
receives subscriber content-choice data and provides selected subscriber content-
choice data to a requesting party.

15 42. The system of claim 41, wherein the clearinghouse comprises a
database.

43. The system of claim 42, wherein the clearinghouse further comprises a
processor.

20 44. The system of claim 41, wherein the clearinghouse receives the
subscriber content-choice database from a plurality of subscriber content-choice
databases.

45. The system of claim 41, wherein the selected subscriber content-choice data is provided to the requesting party over the internet.

5 46. A system for receiving and distributing content-choice information, comprising:

a content-choice information clearinghouse; and

a plurality of subscriber content-choice databases;

10 wherein the clearinghouse collects subscriber content-choice data from the plurality of subscriber content-choice databases and stores the subscriber content-choice data.

47. The system of claim 46, wherein the clearinghouse comprises a clearinghouse database.

15 48. The system of claim 47, wherein the clearinghouse further comprises a clearinghouse processor.

49. The system of claim 47, further comprising a content provider terminal.

20 50. The system of claim 49, wherein the clearinghouse provides selected subscriber content-choice data to the content provider terminal.